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UNITED STATES DEPARTMENT OF AGRICULTURE
Foreign Agricultural Service
Washington 25, D.C.

PROPOSED MARKET PROMOTION PROJECT FOR LIVESTOCK IN PERU

It is proposed that up to 30 head of cattle and 100 poultry will be shipped from the United States to La Molina, Peru, for exhibition at the Seventh National Livestock Exposition, to be held during May 16-20, 1956. After the exhibition the livestock will be sold at auction since inspection regulations prevent their shipment back to the United States. The purpose of the shipment is to promote interest in, and expand the market for, U.S. breeds of livestock and poultry. It is also contemplated that promotional movies and literature will be solicited for showing and distribution at the fair.

United States Government Participation and Responsibilities

Foreign Agricultural Service will pay the cost of air transportation in Peruvian currency from United States points to Lima, Peru, and will make arrangements for the transfer to the showing and sale of the livestock at La Molina. Proceeds from the sale of the livestock will be distributed on a priority basis.

The responsibilities of FAS will include making available and supervising the expenditure of local currencies under Section 104(a). The Livestock and Meat Products Division will (a) exercise general supervision over the project, (b) participate in the selection and guidance of a competent coordinator in the United States, and (c) insure that the funds are properly and effectively used. The Agricultural Attache in Peru will exert general supervision over the documentation necessary to the clearance of the stock, advising the coordinator of the identity and address of the designated Peruvian Consul; will supervise the clearance, care, exhibition and sale of the animals; will provide space

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for movies and the distribution of literature; will administratively approve all expenditures necessary to the program; and will supervise the collection of the proceeds from the sale.. All, or any part of the total proceeds collected from the sale of the cattle following the auction is expected to be readily converted to dollars. It is contemplated that reimbursement of the costs of assembly and transportation, farm to port of embarkation in the United States, will receive first priority in distribution of proceeds of the sale. Second priority would be given to paying the consignee up to the farm value of his stock. Any additional excess would be paid in dollars, to the consignee.

The USOM (ICA) in Peru will participate in the program through providing transportation at minimum costs, will aid in seeing that the best care and use is made of these stock in Peru's livestock programs when the new owners become identified, and will cooperate with the program in other ways.

Peruvian Government Responsibilities

The responsibilities of Peruvian Government agencies will include, but not be limited to the following:

The National School of Agriculture, which is managing the fair, is furnishing an expert to coordinate and arrange for the inspection, clearance, transportation, care of the stock, arranging adequate exhibit and display space at the Exposition, and managing the cattle and poultry during the auction sale.

The Ministry of Agriculture will coordinate the handling of Consular clearance, will promptly provide inspection clearance, will reduce the quarantine time to a practicable minimum.

The Agricultural Bank is suggesting the breeds believed to be most useful in its livestock promotion will provide loans to local cattle buyers where needed and justified, and will otherwise aid in collections and loans in order that consignees may be promptly reimbursed.

United States Livestock Associations Participation

It is contemplated that one or more United States livestock associations and poultry associations will provide livestock and deliver them to U.S. ports of embarkation on a consignment basis. Cooperating associations will select a coordinator acceptable to the FAS of the Department of Agriculture who will have authority to select the livestock and poultry, and to arrange for its movement from farms to ports of embarkation. The coordinator's salary and expenses will be borne by the livestock and poultry associations. Costs incident to assembling the livestock at air terminals for overseas shipment will be borne initially by the associations. To the extent that funds become available from proceeds of the sales, they will be used to reimburse the associations for such expenses as stated above.

The specific duties of the coordinator will be:

(a) Keep in touch with the various breed associations and with members willing to participate, limiting the number selected to a few of each breed (not to exceed a maximum of two plane loads) and supervise the setting of farm and/or f.o.b. (port of shipment) values per head on each animal. The farm value (and/or the f.o.b. shipping point value) should be agreed upon between the coordinator and the association in order to establish a fair basis for paying the consignee.

(b) Advise the Attache at Lima by cable as soon as the number of each breed, the ports of embarkation, and the approximate date of shipment is known.

(c) Assemble the sanitary certificates, registration and pedigrees, and as soon as word is received from the Attache at Lima as to the identity and the address of the designated Peruvian Consul, obtain proper legalization (visas) from said Consul.

(d) Select the charter service to be used, supervise the assembly and loading of the cattle (including the loading of poultry, if any, provided by the Institute of American Poultry Industries) and

(e) Notify the Attache at Lima by cable as to the estimated time of arrival of the cattle at the Lima airport.

The Ministry of Agriculture will authorize and direct the proper Consul, by cable, to legalize the certificates of health, and we will concurrently notify the coordinator of his identity. It is possible that the Consul may wish to stamp also the breed registration and pedigree certificates, though this is not ordinarily done.



